

# MEDIA GUIDE 2017



**YOSHIMURA**  
**SUZUKI**  
FACTORY RACING



**ROGER  
HAYDEN**



**TONI  
ELIAS**



# **YOSHIMURA<sup>®</sup>**

# **SUZUKI**

## **FACTORY RACING**

**Iconic:** *widely known and acknowledged especially for distinctive excellence.* -- Merriam-Webster's Dictionary.

That textbook's definition of "Iconic" appropriately applies to both Yoshimura Suzuki Factory Racing and the Suzuki GSX-R1000. Brands only become icons after years of success and a winning tradition. The consistent and time-honored experiences over the years eventually become the stuff of legend. And when it comes to road racing, Yoshimura Suzuki is truly steeped in tradition – the tradition of racing and, perhaps more importantly, the tradition of winning. Indeed, this team is iconic.

For decades, Suzuki has been the dominating force in AMA Superbike. No other manufacturer even comes close to approaching the extraordinary number of records that Suzuki has set within this genre of racing. From the number of championships captured, to the overall races won, to the pole positions set, Suzuki stands alone.

For the 2017 season, Yoshimura Suzuki has the potential to exceed even its own expectations and traditions with the addition of the newly-redesigned Suzuki GSX-R1000. Suzuki engineers took years of racing-winning knowledge and packed the new GSX-R1000 with the latest in innovations, all in a smaller, lighter, more agile and more powerful package.

Former AMA Supersport Champion Roger Hayden begins his fourth year racing the Yoshimura Suzuki GSX-R1000 in MotoAmerica AMA Superbike. He is joined by former Moto2 World Champion Toni Elias, who made a stunning MotoAmerica debut in 2016. Hayden and Elias are both eager to hit the track on the new 2017 Yoshimura Suzuki GSX-R1000, which will add to the rich winning tradition of the Suzuki GSX-R line.

Thanks to Suzuki's proven Championship DNA and superior technology, the team is looking for the upcoming year of racing to culminate with another championship. The 2017 MotoAmerica AMA Superbike season will once again see Suzuki Own The Racetrack.



ROGER HAYDEN



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# ROGER HAYDEN



**Number:** 95  
**Turned Pro:** 1999  
**Hometown:** Owensboro, KY  
**Residence:** Owensboro, KY  
**Date of Birth:** 5/30/83  
**Height:** 5' 6"  
**Weight:** 140 lbs.

Yoshimura Suzuki Superbike racer Roger Hayden is a 19-year veteran of professional motorcycle racing. The youngest of the world-famous trio of racing Hayden brothers of Owensboro, Kentucky, 2017 will be Roger's fourth season with Yoshimura Suzuki Factory Racing.

Prior to joining the factory team in 2014 he raced the GSX-R1000 for a Suzuki satellite team. Hayden picked up his first-ever AMA Superbike victory in 2012 before finishing third overall in the series. He followed up that performance by finishing on the podium six times and taking fourth overall in the 2013 standings. Then in 2014 Hayden had his best season to date, scoring eight podiums, including a victory at New Jersey Motorsports Park, to finish runner-up in the series standings. In 2015 he was a model of consistency, finishing on the podium 15 times in 18 rounds to finish third in the championship.

Last season Hayden was back to winning on the Suzuki GSX-R1000, scoring victories at two rounds of the MotoAmerica Superbike Championship leading to finishing fourth in the series points. Racing the all-new 2017 Suzuki GSX-R1000, Hayden is once again ready to contend for the MotoAmerica AMA Superbike title with Suzuki's full factory support.

"I'm definitely looking forward to racing in 2017 and to have the new Suzuki GSX-R1000," Hayden said. "It's been awhile since I have something brand new like this and it's exciting not just for me, but for the whole team. You can feel the buzz and everybody is ready to go. It's going to take a lot of work, but we're all up to the task."





TONI ELIAS



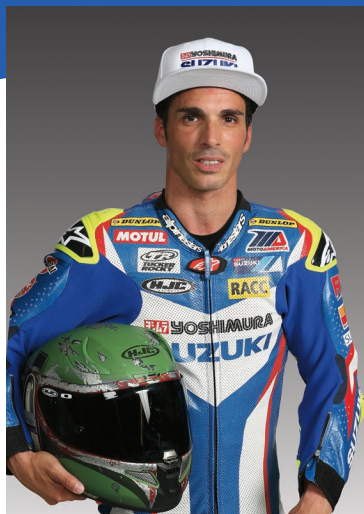
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# TONI ELIAS



**Number:** 24  
**Turned Pro:** 1999  
**Hometown:**  
Manresa, Catalonia  
**Residence:** NA  
**Date of Birth:** 3/26/86  
**Height:** 5' 4"  
**Weight:** 135 lbs.

Former MotoGP winner and Moto2 World Champion Toni Elias came to Yoshimura Suzuki last year as a substitute rider, but after sweeping the opening series doubleheader at the Circuit of the Americas, the likeable Spaniard signed on for the rest of the 2016 MotoAmerica Superbike campaign. While Elias has primarily been a Grand Prix rider for most of his career, the 33-year-old Spaniard is no stranger to Superbike racing. He raced in the Superbike World Championship in 2013 and 2014.

Last year was Elias' first opportunity to race on the legendary Suzuki GSX-R1000 Superbike and it was a match made in heaven. Elias ended up winning six races in his debut season, finishing third in the standings, just seven points out of the championship. Elias earned two pole positions and stood on the podium 13 times.

"I'm thankful to be back with Suzuki and Yoshimura," Elias said. "This has been a great new challenge in my career and we came so close to winning it all last year. I think now that I have some experience with the tracks and we have a fantastic new motorcycle, we should even be stronger in 2017."

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## TEAM STAFF



### **DON SAKAKURA**

Race Director

The man behind the Yoshimura Suzuki team is Don Sakakura. He's been in the motorcycle industry since the mid-1970s and with Yoshimura since 1980. He manages all of Yoshimura's motorsports activities, which also includes the off-road programs.

Most recently, Sakakura was the driving force behind Suzuki's lengthy list of AMA championships. He was a major part of Mat Mladin's record-breaking seven AMA Superbike Championships in 1999, 2000, 2001, 2003, 2004, 2005 and 2009. He was a contributor to Aaron Yates' AMA Supersport Championship in 2002 and AMA Superstock Championship in 2005. He also was behind Ben Spies' 2003 AMA Formula Xtreme Championship and three consecutive AMA Superbike Championships in 2006, 2007 and 2008. Now, he's preparing to continue his support for Yoshimura Suzuki's Roger Hayden and Toni Elias as they embark on the 2017 racing season.

"With the new GSX-R1000, Suzuki has delivered us a high-technology, high-performance motorcycle as a base motorcycle to start with. I think we have a great platform. It gives the best of both worlds with the characteristics of the engine, the suspension, the balance of the chassis - it's going to give our riders maximum confidence. Ultimately we believe that will produce great results."



### **DAVID JONES**

Crew Chief - Roger Hayden

With the addition of former AMA SuperSport Champion Roger Hayden to the Yoshimura Suzuki in 2014, team member David Jones took on the roll as Hayden's crew chief. He'll take on that roll for the fourth consecutive year in 2017. Jones has been involved in road racing since 1992 and this is his second stint with Yoshimura Suzuki. The first was as crew chief for Pascal Picotte and Thomas Stevens in the mid-1990s. Most recently, Jones returned to Yoshimura Suzuki in 2010 and has focused his efforts on chassis and fabrication work until now.

"I'm looking forward to working with Roger once again," said Jones. "With the new GSX-R1000 we think he is poised to battle not only for race wins, but for the championship as well. Our goal is to give him the best bike we can give him. We have a good crew, a good bike and I know we've got a proven rider. Ultimately, we want to win the championship so Yoshimura Suzuki can run that number one plate again."



### **DAISUKE HASHIMOTO**

Crew Chief - Toni Elias

The 2017 racing season brings great opportunities for Daisuke Hashimoto as he will be working with former Moto2 World Champion Toni Elias for the second consecutive season. A former suspension technician with Showa Racing, Hashimoto, who is originally from Saitama, Japan, spent two years as crew chief for Yoshimura Suzuki's Chris Clark and another season as Crew Chief for Martin Cardenas. In 2015 Hashimoto took over the lead role for Yoshimura Suzuki rookie Jake Lewis.

"I very much enjoy working for Yoshimura Suzuki and having the opportunity to work with the entire crew of the team," said Hashimoto. "I've learned a lot about what it takes to create structure within a crew and to work together to create and maintain a shared vision. Working with someone with the kind of experience Toni has last season was a new challenge and Toni exceeded all of our expectations being a six-race winner in the series. This season we hope to build on the relationship we built last year and step up to an even higher level. And with the new Suzuki GSX-R1000 we have a potent machine to help us reach our goals."



### **RICH DOAN**

Team Coordinator

For Yoshimura Suzuki, the man who keeps everything running smoothly is Team Coordinator Rich Doan. With Yoshimura now for over 20 years, Doan started out as a road racer but then turned to wrenching on bikes. He worked with multiple privateer teams, and even did a stint with World Superbike before landing at Yoshimura in 1996.

According to Doan, his job is to take care of the every-day details that occur at Yoshimura and that have to do with the team. Whether it's booking hotel reservations and airfare, coordinating the paint schemes for the team semi and the race bikes, or ordering canopies for pit lane, Doan is on top of it.

"We're a team, a collaborative effort," said Doan. "The hope that we all share and the goal we're all working toward is to win races and a championship. That's what we're here for, day in and day out. And it's my job to make sure that everybody has everything they need to get the job done."

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# SCHEDULE AND SPONSORS

## 2017 ROAD RACING SCHEDULE

Round 1:	Circuit of The Americas, Austin, TX	April 20-23
Round 2:	Road Atlanta, Braselton, GA	April 28-30
Round 3:	Virginia International Raceway	May 12-14
Round 4:	Road America, Elkhart Lake, WI	June 2-4
Round 5:	Utah Motorsports Campus, Salt Lake City, UT	June 23-25
Round 6:	Mazda Raceway Laguna Seca, Monterey, CA	July 7-9
Round 7:	Sonoma Raceway, Sonoma, CA	August 11-13
Round 8:	Pittsburgh International Race Complex	August 25-27
Round 9:	New Jersey Motorsports Park, Millville, NJ	September 8-10
Round 10:	Barber Motorsports Park, Birmingham, AL	September 15-17

You can keep up with the team's progress by visiting [www.yoshimura-racing.com](http://www.yoshimura-racing.com) and via YouTube at [www.youtube.com/user/SuzukiCycles](http://www.youtube.com/user/SuzukiCycles).

### GSX-R1000

In the motorcycle world, the Suzuki GSX-R1000 is truly without peer. It was this superior machine that propelled both Mat Mladin to an unprecedented seven AMA Superbike Championships and Ben Spies to an impressive three consecutive AMA Superbike titles.

The Suzuki GSX-R1000 was Mladin's weapon of choice when he captured every single AMA Superbike pole position in a single season and then went on to set the record for most career AMA Superbike pole positions and the most AMA Superbike career victories. Indeed, during the 2007 and 2008 AMA Superbike seasons, the Suzuki GSX-R1000 captured every pole position and every victory and set the fastest laps in every race. Finally, since being introduced in United States in 1986 a total of 11 AMA Superbike titles have been won on a Suzuki GSX-R.

It has been three decades, with more than a million editions sold, since the first GSX-R750 created a new performance standard for sportbikes. And a decade and a half has elapsed since the first GSX-R1000 transformed the open sportbike class forever. Now, the 2017 GSX-R1000 is redefining what it means to be *The King of Sportbikes*.

The all-new 2017 GSX-R1000 leads the charge into a new era of motorcycle performance. By applying Suzuki's race winning MotoGP technology that includes Variable Valve Timing (VVT) the engine boasts an extraordinarily wide powerband that pulls strong from the

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bottom all the way up to an astonishing 14,500 RPM redline. Ride-by-Wire throttle bodies, ten-level Traction Control and Suzuki Drive Mode Selector (S-DMS) let the rider control how the engine applies its power to the track or on the street.

Equally impressive is the GSX-R1000's nimble chassis, centered on a new aluminum frame that combines the benefits of a twin-spar and double cradle design with a symmetrically braced superbike swingarm out back. New BREMBO T-drive brake rotors and monobloc calipers haul the bike down in a hurry while the advanced, fully-adjustable Showa suspension helps the GSX-R1000 rail around any corner. Combine all that with a suite of electronic rider aids using data from a three-axis, six direction Inertia Measurement Unit (IMU), you have a championship-ready machine that will stand at the top of the liter bike podium.

The GSX-R1000's new aerodynamic body is distinctly GSX-R and represents Suzuki's passion for innovation and helps deliver exactly what you need to *Own the Racetrack*.

**YOSHIMURA**

Yoshimura is "The Leader in Performance" and has been for more than 55 years. With unmatched skills, knowledge, and passion for racing, Yoshimura is on the forefront of the aftermarket exhaust industry. Yoshimura pipes are race bred and feature the same legendary performance, fit and quality that has been their trademark for more than five decades. To learn more about Yoshimura and view their wide variety of performance products, visit [www.yoshimura-rd.com](http://www.yoshimura-rd.com).

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Suzuki Motor of America, Inc. (SMAI) distributes Motorcycles, ATVs, Scooters, Outboard Motors and Automotive Parts and Accessories via an extensive dealer network throughout 49 states. SMAI's supplier, Suzuki Motor Corporation (SMC), based in Hamamatsu, Japan, is a diversified worldwide manufacturer of Motorcycles, ATVs, Scooters, Automobiles and Outboard Motors. Founded in 1909 and incorporated in 1920, SMC has 147 distributors in 201 countries. For more information, visit [www.suzuki.com](http://www.suzuki.com)

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